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Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

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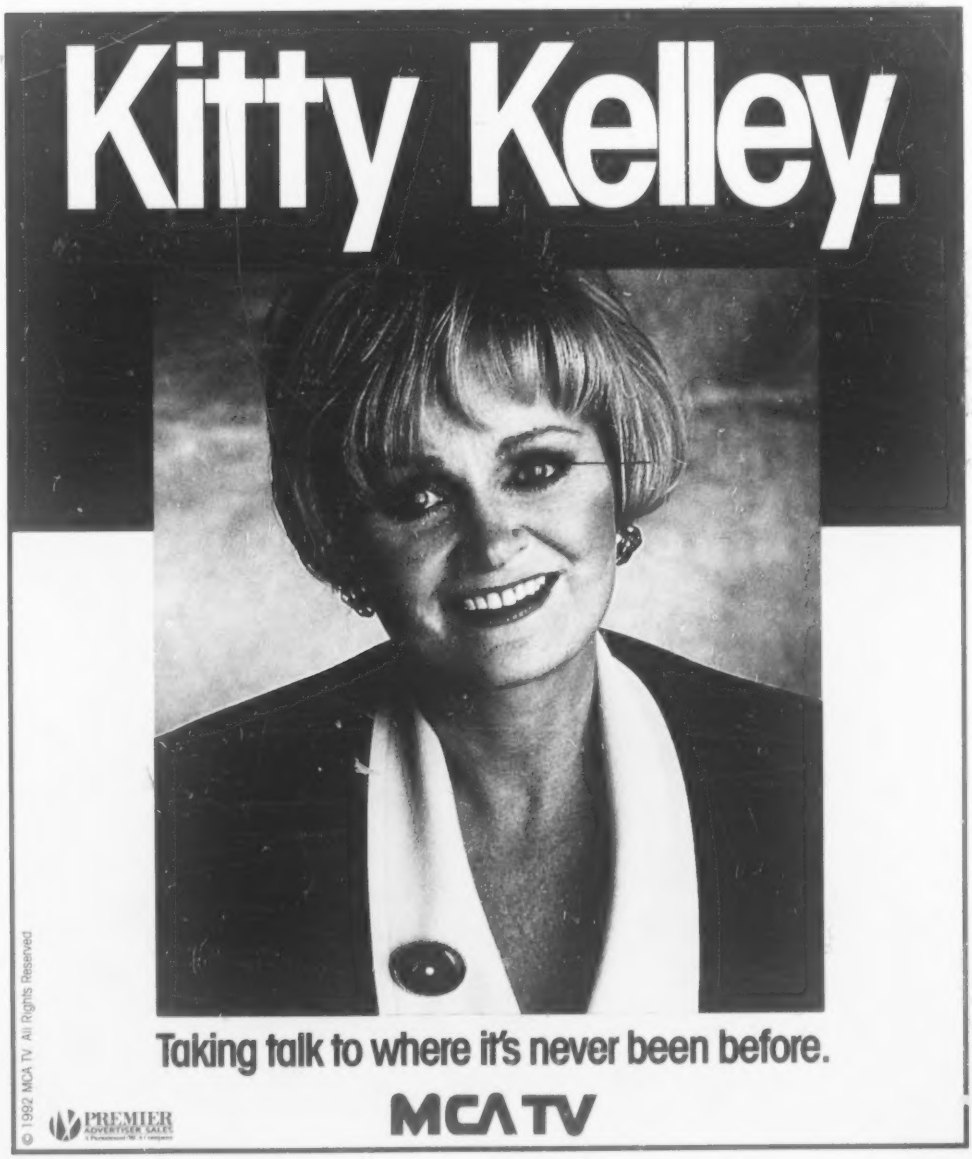

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NATPE '92: UPBEAT IN DOWN TIMES

there was a lot of renewal activity at the show. Of the first-year talk shows, *The Maury Povich Show* was in the best shape, renewed in about 75% of the country.

Jenny Jones was a question mark, with renewals totaling about 41% of the country as of last Thursday, but Scott Carlin, Warner Bros. Domestic Television Distribution senior vice president, said he remained "confident" the show would be renewed.

King World Chairman Roger King insisted last week that *Candid Camera* would be back for a second year. But according to some reps, the show has had some serious clearance setbacks, largely the result of inroads by Carsey-Werner's new *You Bet Your Life* with Bill Cosby, now in more than 70% of the country.

If any trend was evident at this year's show, it was that syndicators are coming up with increasingly creative terms to make deals work financially in a market where cash is in short supply.

Perhaps the most interesting example was word last week that Buena Vista Television was trying to persuade two stations in several major markets to acquire and cross-promote *Empty Nest*.

According to BVT President Robert Jacquemin, the company has pitched the show to WCBS-TV New York for early fringe play and hopes to do a simultaneous deal with an independent station in the market for an access play.

"A single station was not willing to pay what we wanted, and we asked them if they would entertain playing it at the same time," said Jacquemin. He said audience research shows the duplication of audience for the show in the different dayparts would be an estimated 13% or 14%.

The stations would also be required to cross-promote the show, which Jacquemin said would be akin to the way cable services cross-promote each other.

In Los Angeles, the show will play on Disney-owned KCAL(TV) and BVT has the option to sell it to an affiliate in the market as well. "This is not for everyone," said Jacquemin, "but the economics are such that we have to come up with creative ways of doing business to meet our requirements and the needs of the stations."

And increasingly, syndicators are asking for station input into the way

This Week

BIG DEALS AT NATPE / 4

Syndicators at NATPE were pleasantly surprised by the amount of traffic and the number of buys made by stations. The biggest deal was the acquisition by NBC-owned stations of three Multimedia talk shows.

S.12 DEBATE UNDER WAY / 15

Unmoved by a "bipartisan" substitute backed by the White House, supporters of cable reregulation bill S.12 take their legislation to the Senate floor this week. A vote is expected Wednesday, and passage appears likely.

DILLER'S DIRE WARNING / 21

At NATPE, Fox Chairman Barry Diller repeated his call for outright repeal of the compulsory copyright license, warning that broadcasters will go out of business without a revenue stream from cable.

INTERACTIVE ACTION / 30

Peter Barton, president and CEO of Liberty Media, and two Japanese companies are looking for partners for an interactive video venture. Watch and Win's technology would enable programing services, such as Prime Network and the Video Jukebox Network, to enter the interactive arena.

OES: PROMISING RESULTS / 32

Optimum effective scheduling, which concentrates a high volume of spots in a short time to achieve effective frequency, is finding growing industry-wide enthusiasm. The number of spots required often surprises buyers, but stations say the method guarantees results.

BUYING INTO BUYERGRAPHICS / 35

Arbitron's five-year-old ScanAmerica is going to Kansas City—its fifth site—but stations with access to the peoplemeter product purchase research tool are using it more for traditional ratings than for its BuyerGraphics consumer-buying data.

LICENSE TO BORROW / 38

Conflicting signals from bankruptcy courts on use of FCC radio and TV licenses as collateral are increasing pressure on the commission to come up with a definitive rule. Mixed feelings at the FCC, however, are blocking a consensus.

TV-COMPUTER CONVERGENCE / 41

TV and computer experts, gathering at SMPTE in February, will present papers on the digital convergence of broadcast, cable, telephone and computers. Organizers call the conference "real progress" toward a meeting of computer needs and minds.

Diller: broadcasters need repeal of compulsory license (p.21)

NEW ADDRESS IN NEW YORK

Effective Friday, Jan. 31, BROADCASTING's New York office will move to 475 Park Avenue South, New York 10016. Phone number is (212) 340-9860; fax: (212) 340-9869.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co. is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamarta, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at Washington, DC 20036 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715.

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Broadcasting's Ratings Week ⚡ Jan13-19

	ABC	CBS	NBC	FOX
MONDAY	12.5/19	16.9/27	14.0/22	5.0/8
8:00	61. FBI: Untold Stories 11.4/18	21. Evening Shade 15.5/24	16. Fresh Prince 16.1/25	92. Fox Night at the Movies—The January Man 5.0/8
8:30	54. American Det. 12.2/18	12. Major Dad 17.0/26	34. Blossom 13.7/21	
9:00	42. ABC Monday Night Movie—Robocop 12.9/20	4. Murphy Brown 19.1/29	36. NBC Monday Night Movie—Maid For Each Other 13.6/21	
9:30		12. Designg Wmn 17.0/26		
10:00		15. Northern Exposure 16.4/27		
10:30				
TUESDAY	16.2/25	13.5/21	12.2/19	NO PROGRAMING
8:00	7. Full House 18.3/27	24. Rescue: 911 14.8/22	28. In the Heat of the Night 14.1/21	
8:30	6. Home Improvmt 18.7/27			
9:00	2. Roseanne 20.1/30	43. CBS Tuesday Night Movie—Breaking the Silence 12.8/20	55. Law and Order 12.0/18	
9:30	8. Coach 18.0/27			
10:00	63. Homefront 10.9/19		66. Today at 40 10.5/18	
10:30				
WEDNESDAY	10.9/17	12.6/20	14.6/24	NO PROGRAMING
8:00	58. Dinosaurs 11.8/18	65. Davis Rules 10.7/17	3. Unsolved Mysteries 19.3/30	
8:30	37. Wonder Years 13.2/20	76. Brooklyn Bridge 9.2/14		
9:00	50. Doogie Howser 12.3/19	34. Jake and the Fatman 13.7/21	41. Seinfeld 13.0/20	
9:30	71. Anything B/Love 9.9/15		50. Night Court 12.3/19	
10:00	77. Civil Wars 9.1/16	30. 48 Hours 14.0/24	57. Quantum Leap 11.9/21	
10:30				
THURSDAY	13.5/21	12.2/19	15.8/24	9.9/15
8:00	39. Columbo 13.1/20	45. Top Cops 12.7/19	21. Cosby 15.5/24	50. Simpsons 12.3/19
8:30			20. A Diffrnt World 15.7/24	81. Drexell's Class 8.6/13
9:00		60. Street Stories 11.5/17	10. Cheers 17.2/25	75. Beverly Hills 90210 9.3/14
9:30			19. Wings 15.8/23	
10:00	27. Primetime Live 14.3/23	50. Knots Landing 12.3/20	23. L.A. Law 15.4/25	
10:30				
FRIDAY	13.4/22	10.8/18	14.2/24	5.0/8
8:00	37. Family Matters 13.2/22	69. Michael Jackson Special 10.3/17	24. Matlock 14.8/25	88. America's Most Wanted 6.6/11
8:30	47. Step By Step 12.5/20			
9:00	62. Baby Talk 11.2/18	39. Tequila and Bonetti* 13.1/21	9. This is Garth Brooks 17.3/28	96. Hidden Video 3.6/6
9:30	70. Perfect Strngrs 10.2/17			97. Best of the Worst 3.0/5
10:00	14. 20/20 16.5/29	77. Hearts Are Wild 9.1/16	68. Reasonable Doubts 10.4/18	
10:30				
SATURDAY	8.3/15	8.4/15	12.8/23	7.0/12
8:00	84. Who's the Boss? 7.7/14	79. CBS Saturday Movie—Fatal Attraction 8.8/16	46. Golden Girls 12.6/22	79. Cops 8.8/16
8:30	85. Growing Pains 7.1/13		48. Empty Nest 12.4/22	74. Cops 2 9.6/17
9:00	86. Young Riders 7.0/12		16. Empty Nest 16.1/28	95. Two Fisted Tales 4.7/8
9:30			31. Nurses 13.9/25	
10:00	66. The Commish 10.5/19	88. All in the Family 6.6/12	64. Sisters 10.8/20	
10:30				
SUNDAY	12.6/20	18.7/29	9.9/16	8.6/13
7:00	82. Life Goes On 8.2/13	1. 60 Minutes 23.8/39	87. B Hope Golf Classic 6.7/12	87. True Colors 6.7/11
7:30			94. The Torkelsons 4.8/8	88. Parker Lewis 6.6/11
8:00	26. Am Fun Hme Vid 14.5/22	4. Murder, She Wrote 19.1/29	83. Hot Country Nights 8.1/12	59. In Living Color 11.7/18
8:30	33. Am Fun People 13.8/21			71. Roc 9.9/15
9:00	28. ABC Sunday Night Movie—She Woke Up 14.1/22	18. CBS Sunday Movie—Against Her Will 16.0/25	43. NBC Sunday Night Movie—Drug Wars: The Cocaine Cartel Pt. 1 12.8/20	48. Married w/Childn 12.4/19
9:30				73. Herman's Head 9.8/15
10:00				91. Get a Life 6.5/10
10:30				93. Charlie Hoover 4.9/8
WEEK'S AVGS	12.5/20	13.5/22	13.2/21	7.3/12
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

cause of the data. Clients have varying degrees of sophistication and acceptance of the information. But we can say to Arby's, 'You ought to be advertising to your customers, and here's where they are.' "

According to station executives and advertisers, several factors explain the limited use of BuyerGraphics in Denver and other markets. Since its debut in 1987, Arbitron has not been able to erase doubts about the accuracy of the BuyerGraphics information itself. Many advertisers believe that asking participants to scan their packaged goods is asking too much, and thus producing skewed data.

Debbie Jordan, vice president for media at Karsh & Hagan, Denver's largest ad agency, says she puts more faith in local market information from Scarborough and Media Audit than from BuyerGraphics.

"We're referred to BuyerGraphics just a handful of times since it came out," she said. "We just don't have faith in it."

Yet another explanation is the recession. "The way the economy is, people have kind of thrown all of that stuff out the window, and all they want to do is buy cheap," says Mark Cornetta, local sales manager at KUSA-TV Denver, which does not receive ScanAmerica. "They're opting for more frequency. People are just trying to survive and to get the lowest cost per thousand and just protect themselves." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KZRC(AM)-KXYQ(FM) Milwaukie-Salem (Portland), Ore. □ Sold by Daytona Group of Oregon Inc. to KXYQ Broadcasting Co. for $1.3 million. **Seller** is headed by Norman S. Drubner, who also owns KGRX(FM) Phoenix, and recently sold KZRQ(AM)-KIVA-FM Albuquerque, N.M. ("Changing Hands," Dec. 23, 1991). **Buyer**'s principals include Edward S. Leffler and members of rock band Van Halen. KZRC has Z-Rock format on 1010 khz with 4.5 kw day and 500 w night. KXYQ has top 40 format on 105.1 mhz with 100 kw and antenna 1,839 feet above average terrain. *Broker: Media Venture Partners.*

KSSS(AM)-KVUU(FM) Colorado Springs □ Sold by Radio Ventures Inc. to Dick Broadcasting Co. for $1.275 million. **Seller** is headed by Larry Lakoduk and is licensee of KICT-FM Wichita, Kan. **Buyer** is headed by James A. Dick Jr. and is licensee of WIVK-AM-FM Knoxville, Tenn.; WKDA(AM)-WKDF(FM) Nashville; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. KSSS has C&W format on 740 khz with 3.6 kw day and 1.6 kw night. KVUU has AC format on 99.9 mhz with 68 kw and antenna 2,200 feet above average terrain. *Broker: Media Venture Partners.*

KKUS(FM) San Luis Obispo, Calif. □ Sold by Cabrillo Communciations Inc. to Westcoast Broadcasting Inc. for $800,000 on terms. **Seller** is headed by Richard Mason and has no other broadcast interests. **Buyer** is headed by Larry Woods, who also owns KJUG-AM-FM Tulare, Calif. KKUS has AC format on 98.1 mhz with 3.6 kw and antenna 1,624 feet above average terrain. *Broker: William A. Exline Inc.*

KASM-AM-FM Albany, Minn. □ AM station and FM CP sold by Stearns County Broadcasting Inc. to KASM of Minnesota Inc. for $750,000. **Seller** is headed by Barbara Gretsch and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is 100% shareholder of licensee of KGFX-AM-FM Pierre, S.D.; general partner of licensee of KBUF(AM)-KKJQ(FM) Holcomb-Garden City, Kan.; 80% shareholder of licensee of KKOA(AM)-KKPR(FM) Kearney, Neb.; 100% shareholder of licensee of KDHL(AM)-KQCL(FM) Faribault, Minn., and applicant for new class C2 FM at Faribault. KASM(AM) has farm, C&W format on 1150 khz with 2.5 kw day and 23 w night. KASM-FM is allocated to 105.5 mhz with 3 kw and antenna 100 feet above average terrain. *Broker: Johnson Communication Properties Inc.*

WQBN(AM) Temple Terrace, Fla. (Tampa-St. Petersburg) □ Sold by WTYM Radio Inc. to Hispanic Broadcasting Systems Inc. for assumption of $685,305 debt. **Seller** is owned by Frank S. DeTillio, Jacob M. Buchman and estate of George W. Harvey Jr. and has no other broadcast interests. **Buyer** is headed by Ignacio A. Baez and has no other broadcast interests. WQBN has Spanish format on 1300 khz with 5 kw day and 1 kw night.

WCMP-AM-FM Pine City, Minn. □ Sold by WCMP Broadcasting Co. Inc. to Pine City Broadcasting Co. for $650,000. **Seller** is headed by Gerald H. Robbins and has no other broadcast interests. **Buyer** is headed by Patricia McNulty; along with Vice President Kenneth Buehler, each is 50% stockholder of WDSM(AM)-KZIO(FM) Superior, Wis. WCMP has news, oldies format on 1350 khz with 1 kw day. WCMP-FM has contemporary country format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$685,305** □ **1**

FM's □ **$1,390,000** □ **3**

AM-FM's □ **$4,610,000** □ **6**

TV's □ **$0** □ **0**

Total □ **$6,685,305** □ **10**

1991 to Date:

AM's □ **$85,345,191** □ **275**

FM's □ **$248,976,223** □ **296**

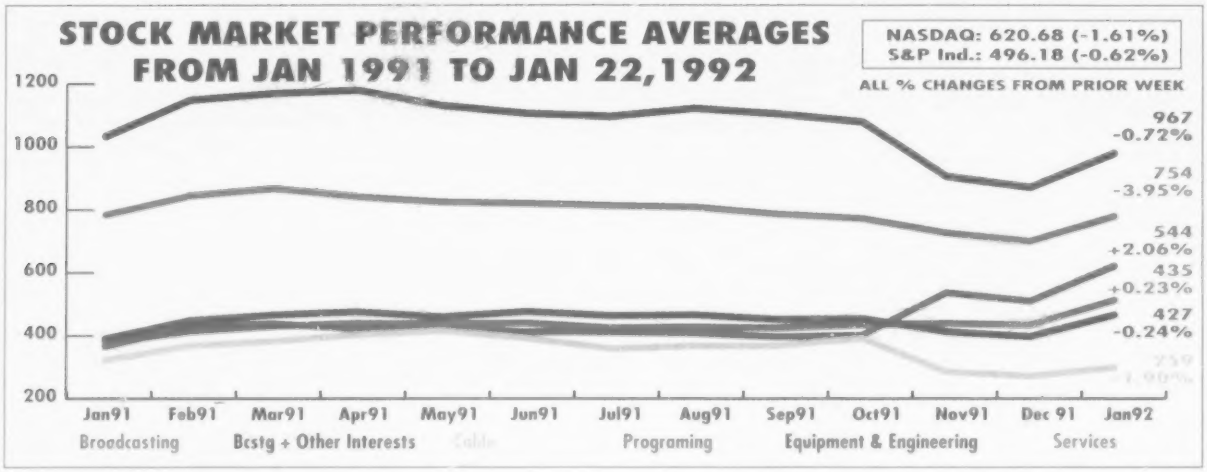
AM-FM's □ **$366,625,641** □ **228**

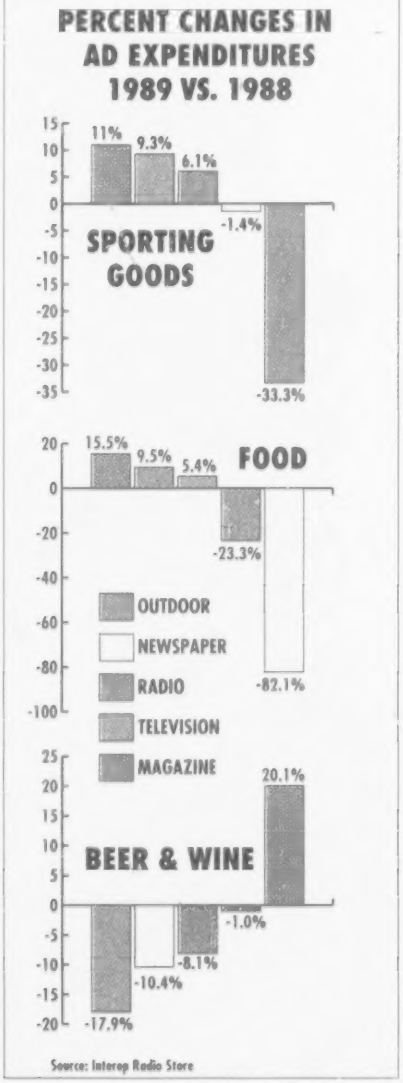
TV's □ **$1,067,579,400** □ **83**

Total □ **$1,768,526,455** □ **882**

For 1990 total see Jan. 7, 1991 Broadcasting.

Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Last-minute clearance news from the NATPE floor: *Family Matters* (70%-plus coverage); *Coach* (68%); *In the Heat of the Night* (62%); Claster's new *Stunt Dawgs* (68%) and *Conan* (63%); *Why Didn't I Think of That?* (45%); Fox cleared *Doogie Howser* on WPIX-TV New York and KTLA-TV Los Angeles and will roll the show out market-by-market starting this week; Multimedia Entertainment's *Rush Limbaugh* (60 markets); Genesis Entertainment's *The Whoopi Goldberg Show* (55 markets, 63%). Goodman Entertainment's *Parole Board* is a firm go after being sold in 11 markets (35%).

Katz Television is considering repping cable systems in El Paso, Tex., and Syracuse, N.Y., in addition to its client TV stations in each of those markets. Katz last month pioneered such dual representation in Wichita, where it reps both SJL Broadcast Management's KSNW-TV and Multimedia Cablevision's Wichita system in a joint selling arrangement. At SJL Broadcast's Syracuse property, WSTM-TV, President-GM Ronald Philips cautions that talks are in the early stages, and he's not yet convinced a joint selling deal makes sense. But in El Paso, KVIA-TV GM John Rhinehart says he's bullish on the idea.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/223/98
2. Jeopardy!	13.3/215/98
3. Oprah Winfrey Show	11.8/221/99
4. Star Trek	10.3/242/98
5. Entertainment Tonight	9.5/184/95
6. Current Affair	8.9/171/93
6. Wheel Of Fortune (Wknd)	8.9/181/82
8. Cosby Show	8.4/206/96
9. Married...With Children	7.8/172/95
10. Donahue	7.3/225/99
11. Inside Edition	7.0/126/86
12. WKRP in Cincinnati	6.5/234/99
13. Hard Copy	6.1/172/92
14. Turner Pictures I	5.7/199/97
14. Sally Jessy Raphael	5.6/208/97

HDTV FUNDRAISERS

MSTV, NAB and INTV joined forces at NATPE to raise $1.6 million to cover additional advanced TV systems testing costs (above the $15 million already raised) associated with digital systems proposed by three proponents. Kicking off the campaign were (l-r): James Dowdle, president of Tribune Broadcasting Co. and co-chair of the newly formed Committee for Advanced Television Testing (with A.H. Belo Corp. Broadcasting Group President Ward Huey, not pictured); FCC Chairman Alfred Sikes, and Richard Wiley, former FCC chairman and current head of the Advisory Committee for Advanced Television Service.

Laurence Tisch, who through Loews Corp. owns 25% of CBS (of which he is also chairman), is reported to be making a bid to take control of Macy's. Tisch is a director of the debt-burdened retailer, as is CBS board member Henry Kissinger.

The **merger between Sheridan Broadcasting Networks and National Black Network** (BROADCASTING, Nov. 4, 1991) is complete. The new company—with 600 affiliates—has been named the American Urban Radio Network. The co-presidents are Jack Bryant, formerly NBN president, and E.J. (Jay) Williams, formerly SBN president. AURN consists of five divisions: American Urban Radio Network, STRZ Entertainment Network, SBN Sports Network, Urban Public Affairs Network and SPM Urban Network.

ABC sportscaster **Howard Cosell** announced he will retire at the end of January. Since leaving TV in 1985 after ABC canceled his weekly program, *SportsBeat*, the 40-year broadcasting veteran has been a commentator on ABC Radio Network.

NATPE International, at the closing of its 1992 program conference, elected **Pat Patton as incoming chairman.** Patton, program director of KMBC-TV Kansas City, will be responsible for the 1993 conference in San Francisco. Lou Gattozzi, operations director at WJW-TV Cleveland, was elected vice chairman-treasurer; Russ Myerson, director of programing, Media General Broadcasting, steps in as second vice chairman-secretary; Steve Goldman, president of Paramount Televi-